

**WHAT IS CLAIMED IS:**

1) A method of establishing a commercial relationship between a service provider and a consumer of said service provider's service wherein a face-to-face intercommunication between a potential consumer and said service provider includes a reasoning criterion articulating a language and at least one image; said method comprising the steps of:

a) opening a communication channel between said service provider and said potential consumer wherein said intercommunication is bi-directional and face-to-face;

b) articulating said reasoning criterion originated by said service provider; and

c) encouraging said potential consumer to evaluate said reasoning criterion, before utilizing said service provider's services.

2) The method of claim 1 wherein said potential consumer deductively evaluates said reasoning criterion.

3) The method of claim 2 further comprising the step of intermingling a plurality of real images into said language of said reasoning criterion.

4) The method of claim 3 further comprising the step of intermingling a plurality of virtual images into said language of said reasoning criterion.

5) The method of claim 4 further comprising the step of said potential consumer requesting articulation of said reasoning criterion.

6) The method of claim 5 further comprising the step of said service provider inviting query on a stimulus initiated by exposure of said potential consumer to said reasoning criterion.

1           7)     The method of claim 6 wherein said commercial relationship between said  
2 consumer and said service provider is established subsequent to said intercommunication.

3           8)     The method of claim 7 further comprising the step of merging a registered  
4 trademark into said language.

5           9)     A method of establishing a commercial relationship between a service provider  
6 and a consumer of said service provider's service wherein an electronic intercommunication  
7 between a potential consumer and said service provider includes a reasoning criterion  
8 articulating a language and at least one image; said method comprising the steps of:

9               a)     opening a communication channel between said service provider and said  
10 potential consumer by said potential consumer wherein said intercommunication is  
11 electronically bi-directional;

12              b)     articulating said reasoning criterion originated by said service provider;  
13 and

14              c)     encouraging said potential consumer to evaluate said reasoning criterion,  
15 before utilizing said service provider's services.

16           10)    The method of claim 1 wherein said potential consumer deductively evaluates  
17 said reasoning criterion.

18           11)    The method of claim 10 further comprising the step of intermingling a plurality  
19 of virtual images into said language of said reasoning criterion.

20           12)    The method of claim 11 further comprising the step of said service provider  
21 inviting query on a stimulus initiated by exposure of said potential consumer to said reasoning  
22 criterion.

23           13)    The method of claim 12 further comprising the step of merging a registered  
24 trademark into said language.

1           14)    The method of claim 13 further comprising the step of intermingling a part of  
2   said registered trademark into said language.

3           15)    The method of claim 14 further comprising the step of incorporating a  
4   professional paradigm into said intercommunication.

5           16)    A method for face-to-face advertising comprising the steps of:

6                a)     arranging for payment from an advertiser prior to wearing a headdress;

7                b)     wearing a brimless visorless headdress including a message board  
8   displaying a message ;

9                c)     exposing said message board displaying said message in a public place;  
10   and

11               d)     moving said message board about said public place.

12           17)    The method of claim 16 further comprising the step of altering said message.

13           18)    The method of claim 17 further comprising the step of using more than one  
14   message board.

15           19)    The method of claim 18 further comprising the step of electronically altering  
16   said message.

17           20)    The method of claim 19 further comprising the step of signaling an electronic  
18   alteration of said message from a location remote from said message board.

19           21)    The method of claim 20 further comprising the step of intermingling a registered  
20   trademark into said message.

21           22)    The method of claim 21 wherein external dimensions of said headdress are  
22   primarily cubical.

23           23)    The method of claim 22 further comprising the step of attaching a visor to said  
24   headdress.

1           24)   The method of claim 22 further comprising the step of attaching a brim to said  
2   headdress.

Approved for Release